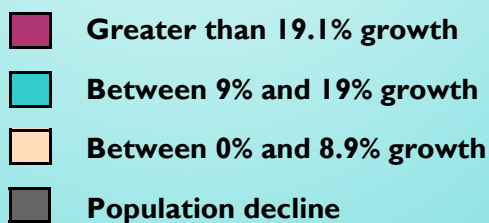
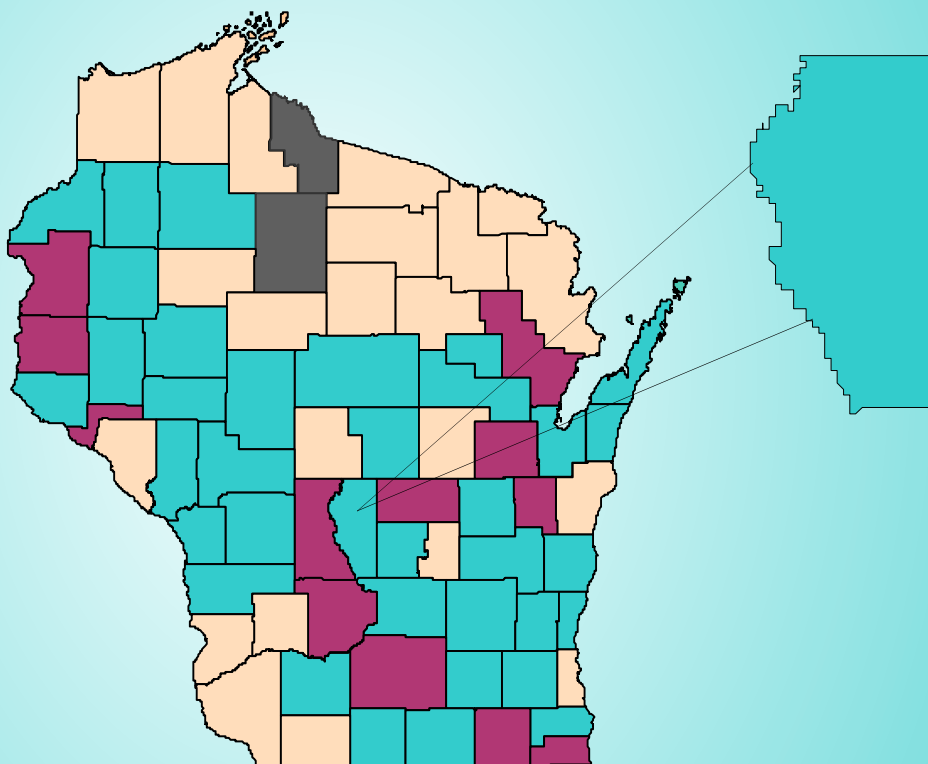


Adams County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



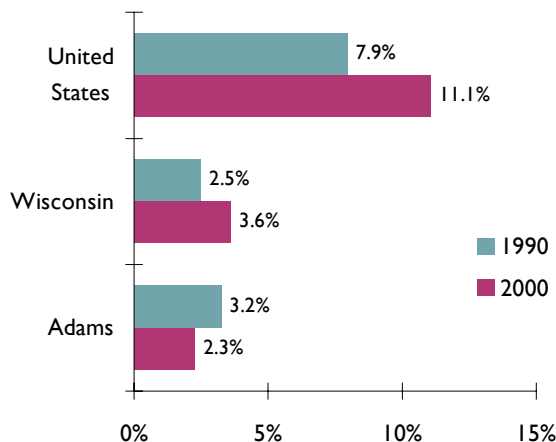
County Population

Population trends affect the supply of workers, the ability to attract employers and the demand for goods and services. Adams County added about 407 people, or 2.0 percent to its population between the April 2000 Census and the January 2002 population estimate. This growth was faster than statewide growth rate and roughly equal to national population growth. It was not evenly distributed throughout the county: about 58 percent of it happened in just four municipalities: Rome, Preston, Quincy and Big Flats.

In non-metropolitan Wisconsin, population growth tends to come from net migration (people moving in minus people moving out) more than it comes from natural increase (births minus deaths). With 298 births and 419 deaths, Adams County would have lost population if it weren't for strong net migration. The 2000 Census reported that, among residents who had moved into the county since 1995, about 73 percent were from other Wisconsin counties, roughly 26 percent were from another state and less than 1 percent were from outside the 50 states.

The graph below shows how many residents were foreign-born in the 1990 and 2000 censuses. Adams County started with a greater share of foreign-born residents than the state and fell behind. Meanwhile the state remained well behind the nation and showed little sign of catching up.

Share of Foreign-born Residents

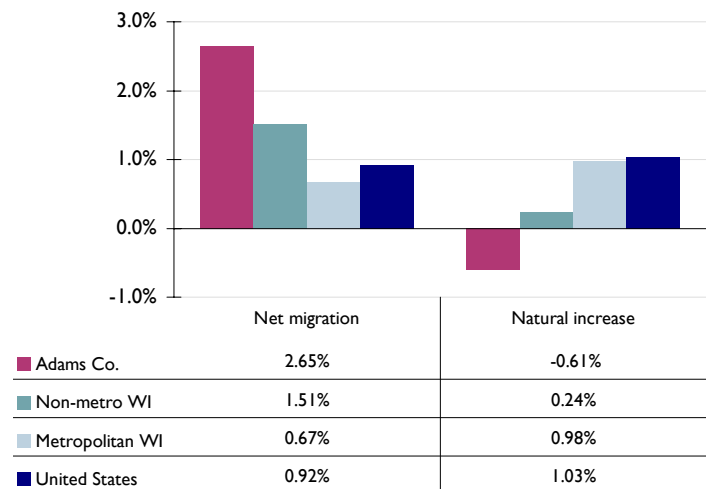


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Adams County	19,920	20,327	2.0%
Largest Municipalities			
Rome, Town	2,656	2,770	4.3%
New Chester, Town	2,141	2,132	-0.4%
Adams, City	1,831	1,847	0.9%
Dell Prairie, Town	1,415	1,434	1.3%
Preston, Town	1,360	1,407	3.5%
Adams, Town	1,267	1,285	1.4%
Easton, Town	1,194	1,224	2.5%
Quincy, Town	1,181	1,219	3.2%
Springville, Town	1,167	1,200	2.8%
Strong's Prairie, Town	1,115	1,128	1.2%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

The county experienced just one percent more births from 1992 to 2001 than it had between 1982 and 1991. In 2001, 68 percent of Adams County's births were to mothers under 30 years old and 93 percent were to mothers under 35. Natural increase (or lack thereof) affects population growth; and age demographics, in turn, have an impact on natural increase. The number of female residents in their 20s and 30s affects future birth rates and population growth rates.

Population projections suggest that, between

Adams County Workforce Profile

Population Projections by Age Groups in Adams County

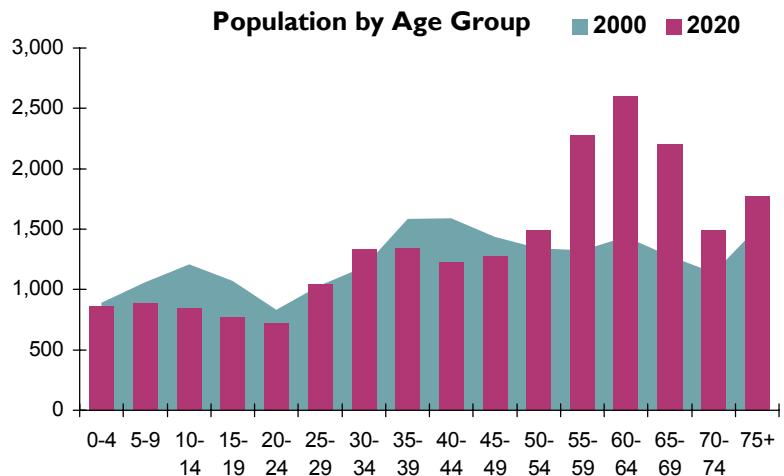
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	457	550	626	592	508	644	718	904	885	821	710	644	730	668	596	680
Female	436	509	582	479	325	387	468	682	706	615	629	683	704	609	544	829
2005																
Male	430	485	570	606	575	683	750	753	908	903	896	846	758	749	558	756
Female	411	463	528	536	380	383	442	517	732	791	734	764	790	689	510	900
2010																
Male	439	444	491	537	573	754	784	770	738	906	977	1,061	1,001	776	613	756
Female	419	425	469	477	417	436	434	486	551	822	947	891	894	766	567	907
2015																
Male	456	441	440	451	495	746	838	786	736	719	962	1,140	1,228	1,012	622	775
Female	436	421	421	414	362	471	478	469	510	613	972	1,126	1,025	852	618	934
2020																
Male	442	452	432	399	410	638	818	830	742	709	760	1,123	1,320	1,233	804	787
Female	422	432	413	368	311	407	511	509	488	566	731	1,156	1,285	970	683	986

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

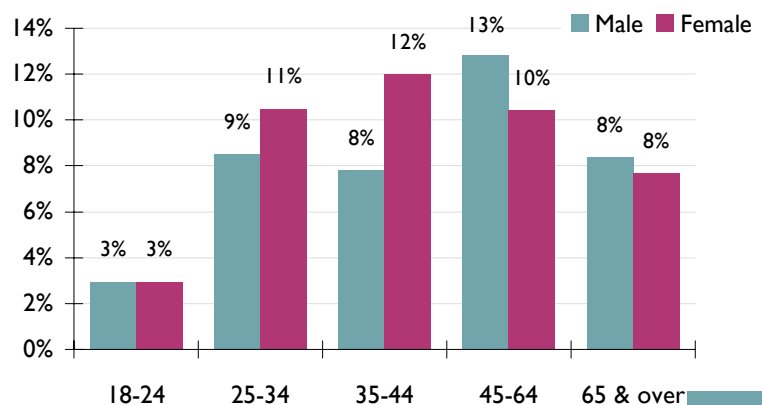
2000 and 2020, Adams County will grow by something like 2,217 people, or roughly 11 percent. The largest increases will be in those aged 55 to 69, with each 5-year age group growing by roughly 900 to 1,200 people or 72 to 82 percent.. Meanwhile the county will see a thinning among the ranks of its 35- to 44-year olds (down 608 people or 19 percent) and among the ranks of 10- to 19-year-olds (down 667 people or 29 percent). In 2001, 80 percent of the county's births were to women aged 20 to 34. This group will be smaller in 2020 than it was in 2000. Also, it will have 637 (34%) more males than females, probably due to a correctional facility.

The group that starts with 582 females aged 10 to 14 in 2000 shrinks to 417 females aged 20 to 24 in 2010 and rebounds to 511 females aged 30 to 34 in 2020. This reflects a sharper dip of college-aged females than non-metropolitan Wisconsin as a whole. Counties where students can attend bachelor's degree programs tend to see less out-migration of college-aged residents.

The graph to the right shows that advanced education (a bachelor's degree or more) used to be more common among males than females, but recent decades have reversed this trend. Recent graduates are some of the most mobile workers, and more likely to consider other locales for their industry mix and occupational offerings.



Percent of age group with at least a Bachelor's degree in Adams County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The labor force participation rate (LFPR) is the proportion of the eligible population that either works or looks for work. Generally, labor force participation rates tend to peak between the ages of 35 and 54. Members of younger cohorts often occupy themselves with education or parenting. Slowly at age 55, and more quickly at age 62, labor force participation rates fall as older workers leave the labor force.

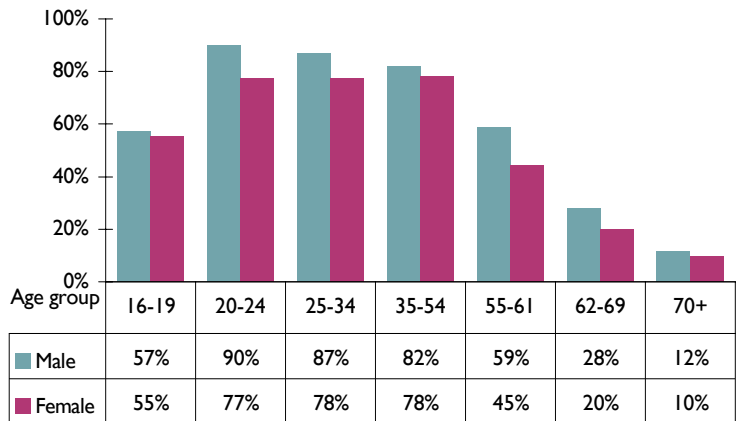
Population trends seen on page 2 cast a different light on labor force participation rates shown in the upper right graph. Large numbers of people will move from the three cohorts between 35 and 49 years old (where LFPR is high) into the cohorts between 55 and 69 (where LFPR is lower). This will pull down the county's overall LFPR.

In recent years, Wisconsin's LFPR has been among the 5 highest in the nation, and Adams County's has been lower. (See middle right graph.) The graph to the lower right suggests that the high labor force participation rates of those aged 35 to 44 cannot compensate for their declining numbers, while the increase of those aged 55 to 64 will be so great as to overcome their low LFPR and increase their absolute numbers in the labor force. Shifting demographic trends affect employment trends and policies.

In decades past, employers relied on dramatic increases in female LFPR to replace workers leaving the labor force and to keep up with job growth. Today, such sharp increases in female labor force participation are unlikely, particularly among younger cohorts. The upper right graph shows relatively high female LFPR among those less than 55 years old. Together, these trends may prompt employers to ask where replacement workers will come from.

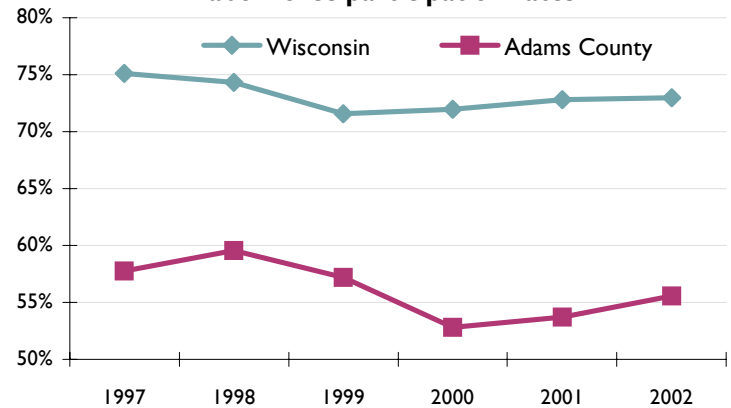
The baby boomers who stay in the labor force longer may find employers modifying compensation and workplace policies to keep them on board. As some baby boomers begin to leave the labor force, they will eventually increase demand for certain types of labor (such as health care and home-related services). Because younger workers often fill these jobs, and because the overall labor force will not grow as quickly as it used to, employers may step up recruitment of younger workers.

Adams Labor Force Participation by Age & Sex in 2000



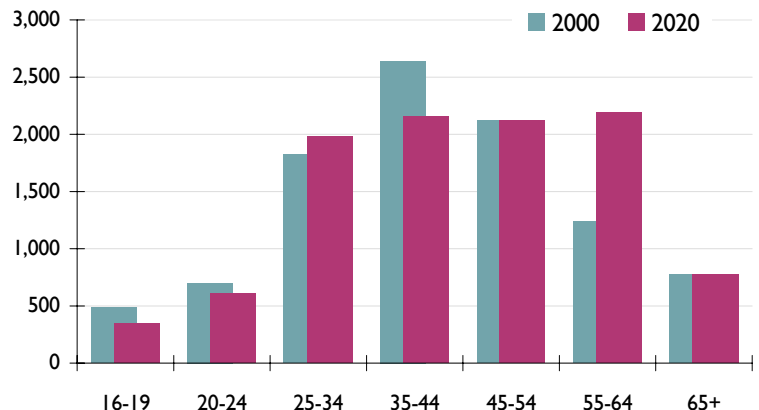
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

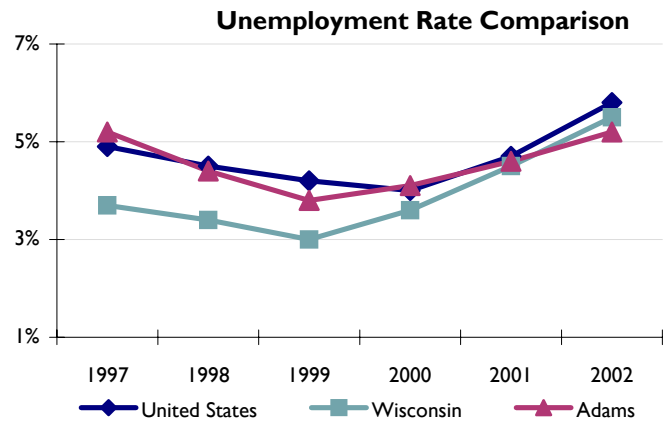
Labor Force by Age in 2000 & 2020 in Adams County



Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Adams County Workforce Profile

Over the course of 2002, an average of roughly 8,474 Adams County residents participated in the labor force: around 8,035 were employed and approximately 439 or 5.2 percent were unemployed. The unemployment rate has generally followed typical seasonal trends and were either slightly below or slightly above typical levels for most of the year. The very low unemployment rates of the late 1990s are a fond, if somewhat distant memory, but recent unemployment rates have not been as high as 1991 and 1992. Unemployment rate changes have generally followed state and national trends.



Adams County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	7,761	8,167	7,822	8,043	8,259	8,474
Employed	7,360	7,811	7,528	7,711	7,879	8,035
Unemployed	401	356	294	332	380	439
Unemployment Rate	5.2%	4.4%	3.8%	4.1%	4.6%	5.2%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Adams County is part of Wisconsin's north central region. In its upper portion, the table to the right lists those occupations projected to experience the fastest proportional growth between 2000 and 2010. An occupation starting with few jobs doesn't need to add many to grow quickly. Altogether, the fastest-growing occupations accounted for 1.9 percent of the region's jobs in 2000 and are expected to account for 2.6 percent of the region's jobs in 2010, so it is not an exhaustive list of opportunities. The list does not support the notion that most jobs require a bachelor's degree.

In its lower portion, the table lists those occupations projected to generate the most openings between 2000 and 2010. The less training a job requires, the less likely an employer is to invest in retention incentives (such as wage or benefit increases). Nursing requires more training than the other occupations generating the most openings. Challenging work schedules and conditions contribute to turnover, yet nursing programs have long waiting lists. As many nurses and nursing instructors approach retirement, aging baby-boomers will increase demand.

North Central Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$16.29
	Computer Software Engrs Apps	Bachelor's degree	\$30.39
	Medical Records/Health Info Techs	Associate degree	\$12.12
	Network/Computer Systems Admin	Bachelor's degree	\$22.28
	Personal and Home Care Aides	1-month or less training	\$8.66
	Medical Assts	1-12 mo. on-the-job training	\$11.67
	Social/Human Service Assts	1-12 mo. on-the-job training	\$10.71
	Computer Systems Analysts	Bachelor's degree	\$24.16
	Computer/Information Systems Mgrs	Work experience & degree	\$33.51
	Surgical Technologists	Postsecondary voc. trng	\$13.89
Most Openings	Cashiers	1-month or less training	\$7.21
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.03
	Retail Salespersons	1-month or less training	\$9.11
	Waiters/Waitresses	1-month or less training	\$6.50
	Registered Nurses	Bachelor's degree	\$22.18
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.50
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.36
	Office Clerks/General	1-month or less training	\$9.80
	Stock Clerks/Order Fillers	1-month or less training	\$9.60
	Janitors/Cleanrs Ex Maids/Hskpng	1-month or less training	\$9.82

* The most common way to enter the occupation, not the only way

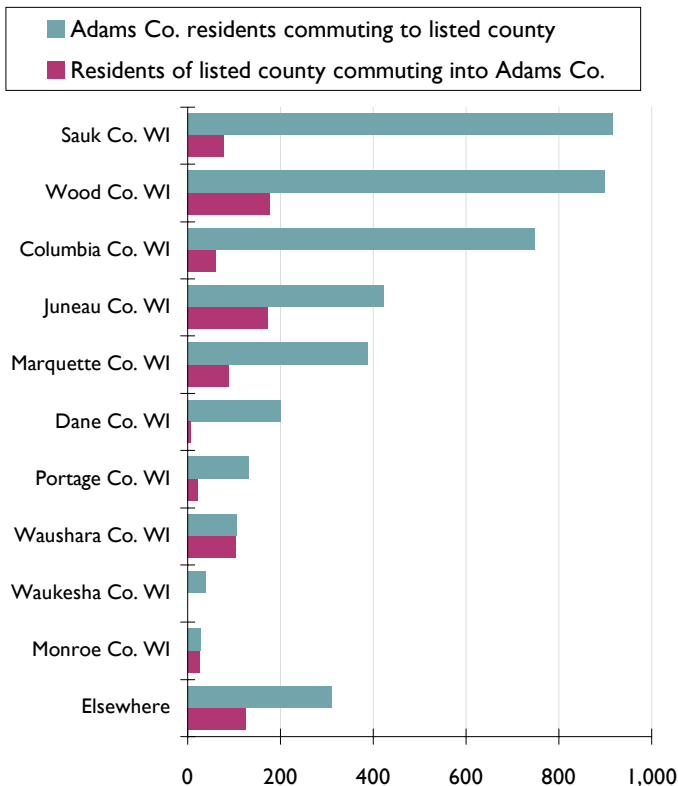
** Wages from Occupation Employment Statistics survey responses for region, 2001

North Central WDA includes Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

In April of 2003, the Census Bureau released county-to-county worker flow files, also known as commuting patterns. Derived from those files, the chart and table below are dominated by Adams County residents going to Sauk, Wood and Columbia counties for work, with smaller numbers of workers coming in from Wood, Marquette and Waushara counties.



	Adams Co. residents commuting to listed county	Residents of listed county commuting into Adams Co.	Net gain or loss of workers
Sauk Co. WI	917	77	-840
Wood Co. WI	899	178	-721
Columbia Co. WI	748	60	-688
Juneau Co. WI	422	173	-249
Marquette Co. WI	388	89	-299
Dane Co. WI	201	7	-194
Portage Co. WI	132	22	-110
Waushara Co. WI	106	105	-1
Waukesha Co. WI	38	2	-36
Monroe Co. WI	29	26	-3
Elsewhere	310	125	-185

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

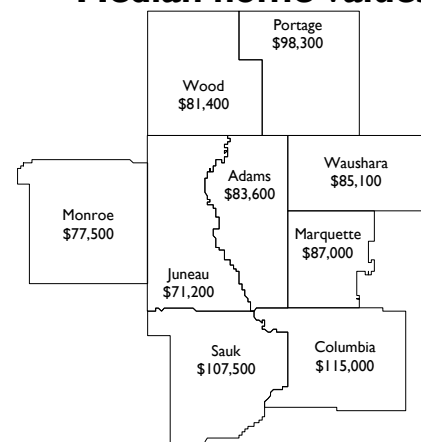
About a fifth of Adams County's workers come from other counties while over half of Adams County's working residents commute out. Geography, housing costs, wage differentials and industry mix contribute to these trends.

Geographically, Adams has a long border with Juneau County, and the City of Wisconsin Dells sits in Sauk, Columbia and Adams counties. Many workers probably cross county lines to get to jobs that are closer than many jobs in their own county. In some cases, workers in a community like the Town of Rome will feel the pull of a nearby area, like Wisconsin Rapids.

The map below suggests that housing dollars go further in Adams County than in Sauk or Columbia. Available data doesn't tell us which counties people moving to Adams County came from, but neighboring counties with higher housing costs seem like likely candidates. Workers who move into Adams while retaining a jobs in their counties of origin still count as commuters.

Adams County's industry mix offers a lower concentration of professional & business service jobs and financial activities jobs than Sauk County. Columbia, Sauk and Juneau offer higher concentrations of manufacturing jobs. Education & health services wages and job concentration are greater in Wood County. Workers in industry-specific occupations cross county lines to find work in their field, especially when the overall number of jobs in Adams County is smaller.

Median home values



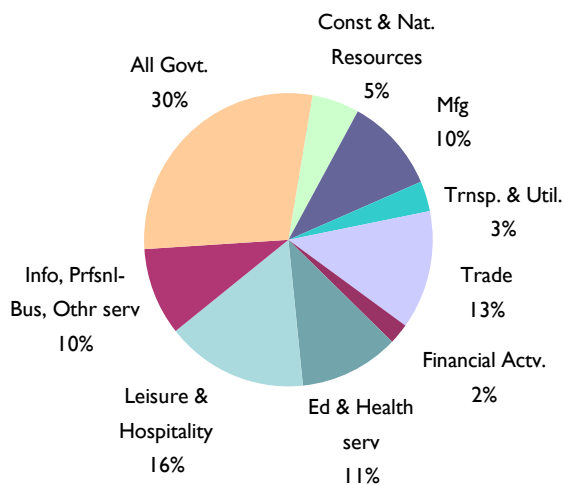
Census 2000, Summary File 3, QT-H14

Industry Employment -

Introducing NAICS (North American Industry Classification System)

From the 1930s to 2002, some version of the Standard Industrial Classification (SIC) system has defined categories for employment-by-industry estimates. Beginning in 2003, the North American Industry Classification System (NAICS) replaces SIC. The table below lists each system's major categories. A quick glance shows that NAICS offers categories for which data was previously unavailable (like education & health services or leisure & hospitality) and that NAICS offers less detail elsewhere (retail & wholesale trade collapse into one category for non-metropolitan areas).

Adams County Industry Distribution: 2002



The table below hides one wrinkle that may be the most important aspect of SIC-to-NAICS conversion. **Even if a category carries an identical title, like “manufacturing”, its definition changed, so meaningful comparisons of SIC data to NAICS data are very limited.** The SIC definition of manufacturing included establishments that now reside in the services category. Elements of printing are now in information services; some establishments providing professional, technical, administrative or support services may have moved from manufacturing into services. These are just a few examples of changes that limit detailed, direct comparisons of historical SIC data to current NAICS data. (Also, NAICS data was revised with newly available information, while SIC was not, due to its discontinuation.)

Under SIC, restaurants and bars were under retail trade, while NAICS puts them in the newly-created leisure & hospitality sector. Other establishments in the leisure & hospitality sector (such as hotels and lodging facilities) came from the services sector of SIC. There is no accurate or reliable way to compare old trade or services numbers to the new ones.

The dominance of leisure & hospitality may be attributable to retirees and future retirees testing the ground. The federal prison in Oxford boosts government employment considerably while manufacturing is less prominent here than in neighboring counties.

2002 Industry Employment in Adams County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	223	5%	Construction & Mining	4%
Manufacturing	427	10%	Manufacturing	10%
Transportation, warehousing & utilities	144	3%	Transportation, utilities & communication	5%
Trade (wholesale & retail)	533	13%	Wholesale trade	3%
			Retail trade	20%
Financial activities	89	2%	Finance, insurance & real estate	2%
Information, professional & business services, other services	399	10%	Services & misc (incl. agr, forestry, fishing)	27%
Education and health services	459	11%	Government	29%
Leisure & hospitality	661	16%		
Government	1,190	29%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Adams County Workforce Profile

Listed in the table at the middle of the page, the 10 largest private employers in Adams County accounted for roughly 28 percent of the payroll jobs reported in the county in the first quarter of 2003. Employers' figures vary from month to month, with seasonality differing significantly among employers. For these and other reasons, specific ranks are not necessarily consistent or telling.

Listed in the top table, the ten largest industry groups provided approximately 46 percent of the county's reported payroll jobs. Much data in this table is suppressed to maintain confidential data reported by employers. None of the publishable data in the table shows significant growth between March 2002 and March 2003.

Top 10 Industry Groups in Adams County

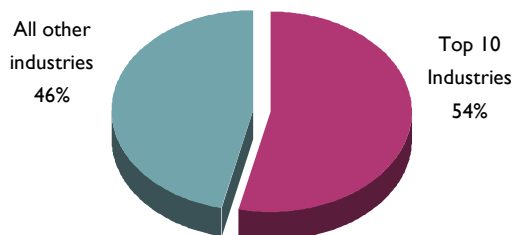
Industry Group	March 2003		Numeric change
	Employers	Employees	2002 - 2003
Educational Services	*	*	*
Justice, Public Order, & Safety Activity	*	*	*
Paper Manufacturing	*	*	*
Food Services and Drinking Places	30	216	-9
Hospitals	*	*	*
Accommodation	*	*	*
Executive, Legislative, & Gen Government	16	167	0
Crop Production	12	162	-25
Nursing and Residential Care Facilities	4	133	3
Utilities	*	*	*

*data suppressed to maintain confidentiality

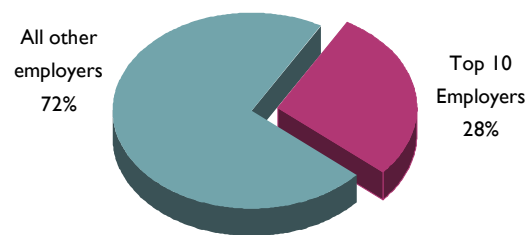
Top 10 Private Employers in Adams County

Company	Product or Service	Size
St. Laurent Paperbaord (Us) LLC- I	Corrugated and solid fiber box manufacturing	250-499
Adams County Memorial Hospital Assn.	General medical & surgical hospitals	100-249
Chula Vista, Inc.	Hotels (except casino hotels) and motels	100-249
Mid South Nursing Homes	Nursing care facilities	100-249
Adams-Columbia Electric Coop.	Electric power distribution	50-99
Manternach Development Co, Inc.	Prefabricated wood building manufacturing	50-99
Spencer I G A, Inc.	Supermarkets and other grocery (except convenience) stores	50-99
Heartland Farms, Inc.	Potato farming	50-99
Wisconsin River Coop. Services	Farm supplies merchant wholesalers	50-99
Lake Arrowhead Assn., Inc.	Fitness and recreational sports centers	20-49

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Adams County Workforce Profile

Overall, Adams County employers reported paying wages about a fifth below the statewide all-industries average. The average annual manufacturing wage (\$44,626) was higher than any other industry in the county and higher than the statewide manufacturing average (\$40,584), but employment declined slightly from 2001 to 2002. The only industries to generate both more wages and more employment than manufacturing was public administration and education & health services. (The data on page 6 groups public schools with government, while they fall under education & health services here.) Only natural resources (which remains quite small) added more jobs in 2002 than education & health services, and only public administration contributed more to the county's overall payroll in 2002. Of the 688 jobs in trade transportation & utilities, 423 or

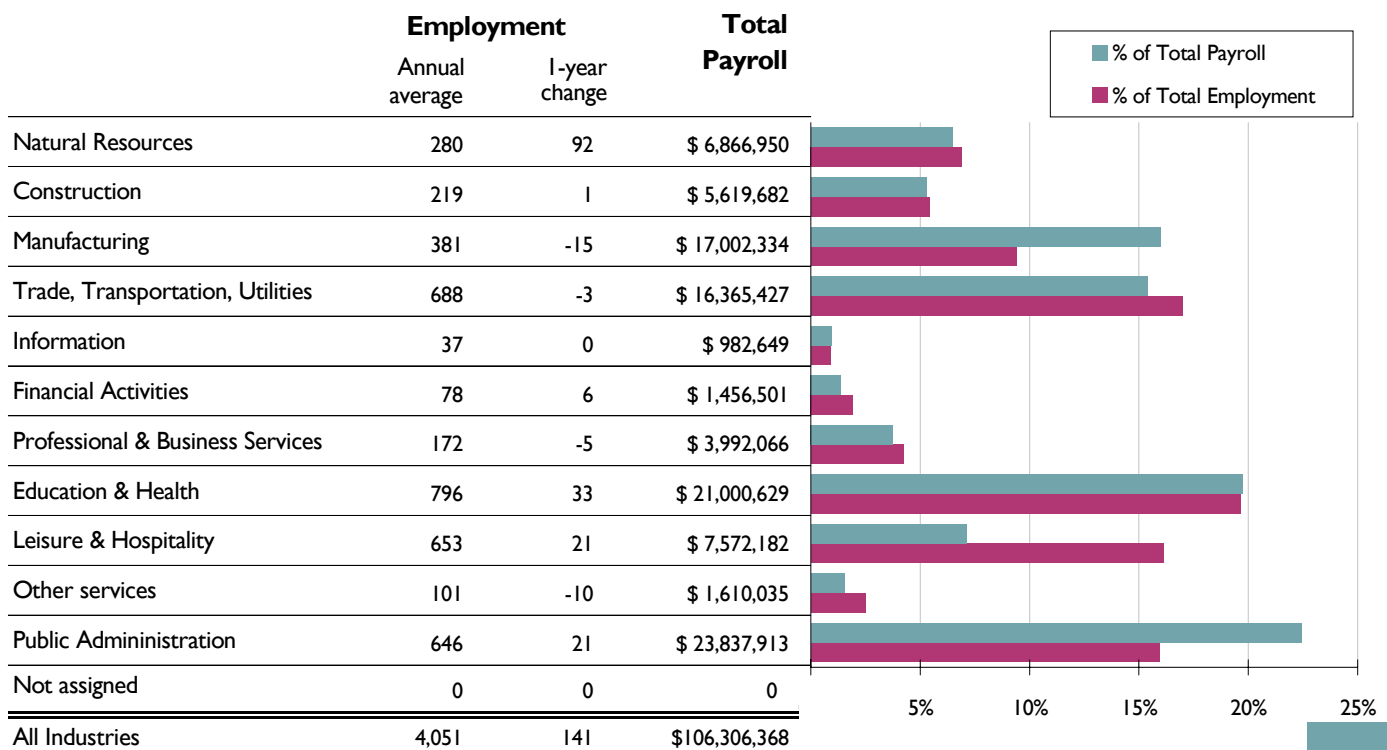
Average Annual Wage by Industry Division in 2002

	Average Annual Wage Wisconsin	Average Annual Wage Adams County	Percent of Wisconsin	1-year % change
All Industries	\$ 32,422	\$ 26,242	81%	6.1%
Natural resources	\$ 25,481	\$ 24,525	96%	25.8%
Construction	\$ 39,649	\$ 25,661	65%	8.1%
Manufacturing	\$ 40,584	\$ 44,626	110%	19.1%
Trade, Transportation, Utilities	\$ 28,422	\$ 23,787	84%	4.9%
Information	\$ 38,871	\$ 26,558	68%	8.9%
Financial activities	\$ 40,337	\$ 18,673	46%	4.8%
Professional & Business Services	\$ 36,324	\$ 23,210	64%	17.9%
Education & Health	\$ 33,768	\$ 26,383	78%	0.2%
Leisure & Hospitality	\$ 11,837	\$ 11,596	98%	2.3%
Other services	\$ 19,500	\$ 15,941	82%	2.2%
Public Administration	\$ 33,769	\$ 36,901	109%	1.4%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

61 percent were in the retail trade segment where wages (\$16,161) are limited by part-time and seasonal schedules. Limited for similar reasons, leisure & hospitality wages (\$11,596) are close to the statewide leisure & hospitality average (\$11,837) and less than half the county all-industries average (\$26,242).

2002 Employment and Wage Distribution by Industry in Adams County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

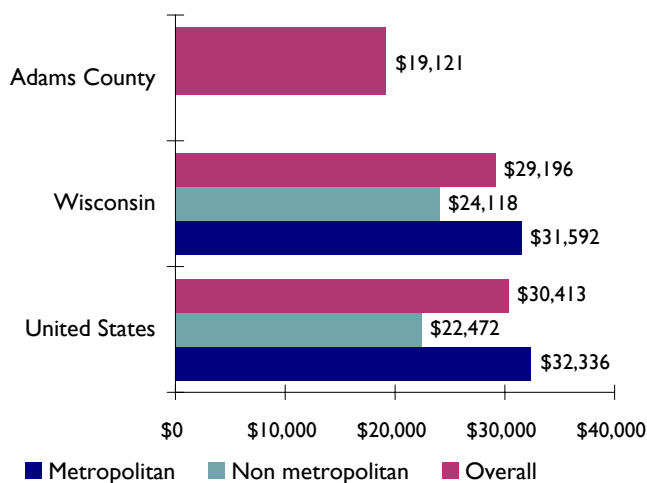
In 2001, Adams County's per capita personal income (PCPI) of \$25,279 was slightly above non-metropolitan Wisconsin's PCPI (\$24,118) and above the national non-metropolitan PCPI (\$22,472). Between 1996 and 2001, Adams County's PCPI slid from 10.2 percent below the national non-metropolitan PCPI to 14.9 percent below the national non-metropolitan PCPI. Meanwhile, Adams County PCPI declined from 14.7 percent below Wisconsin's non-metropolitan PCPI to 20.7 percent below Wisconsin's non-metropolitan PCPI).

Growth in PCPI relates to demographic shifts (see pages 2 and 3). As a greater share of the population enters retirement, more residents rely on transfer payments (such as Social Security) and fewer have net earnings (typically associated with employment). Transfer payments grow much more slowly than net earnings. Households with substantial investment income (dividends, interest or rent, including retirement or pension plans) are more likely to consider warmer climates for retirement, so PCPI growth may slow considerably.

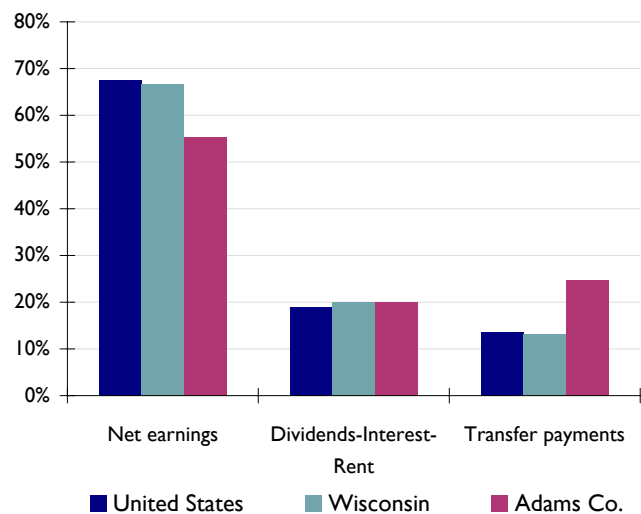
Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Adams County	\$16,482	\$17,436	\$18,128	\$18,916	\$18,391	\$19,121	4.0%	16.0%

2001 PCPI



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

Dan.Barroilhet@dwd.state.wi.us